A6225-1

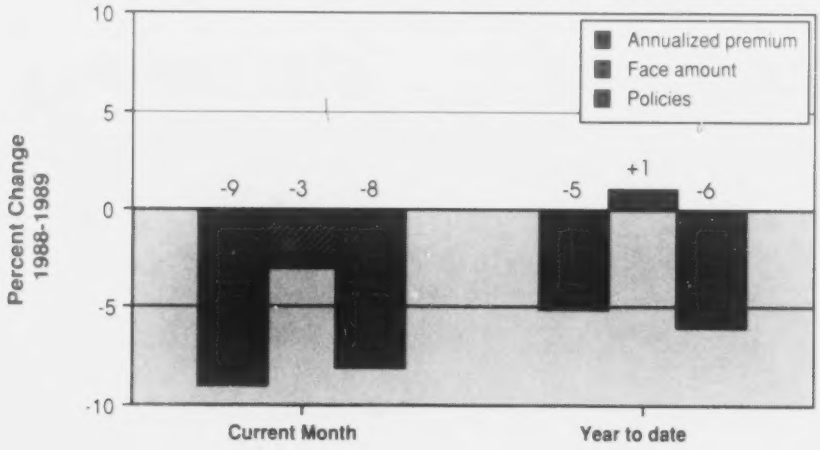
I/R Code 47 40

July 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Individual Sales

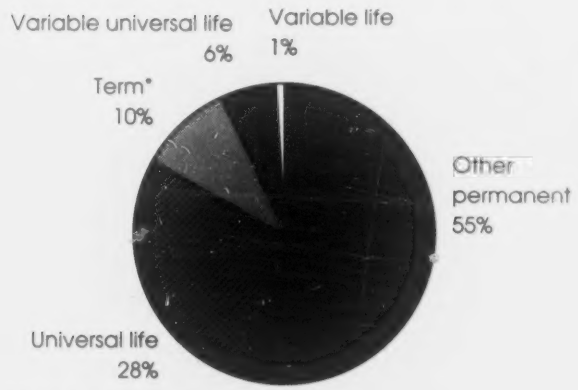
122 Companies



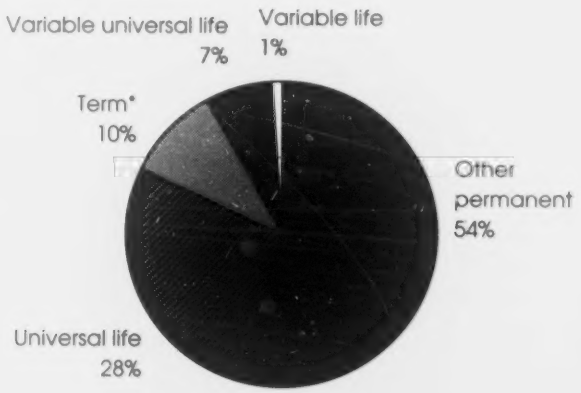
Annualized premium includes 10 percent of single premiums. Some companies report only premium (without corresponding face amount) for single premium paid-up addition riders.

Annualized Premium Market Share by Product

Current Month



Prior 12 Months (July 1988 – June 1989)



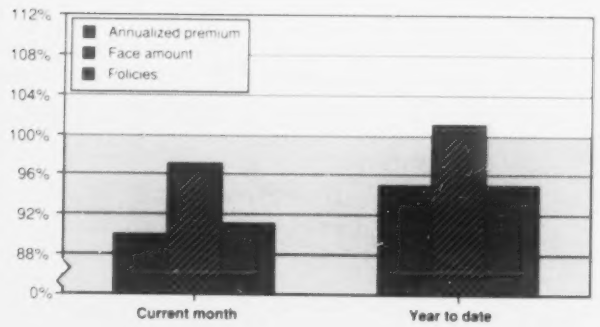
*Estimated based on 86 companies

LIMRA INTERNATIONAL

Profit from our research.

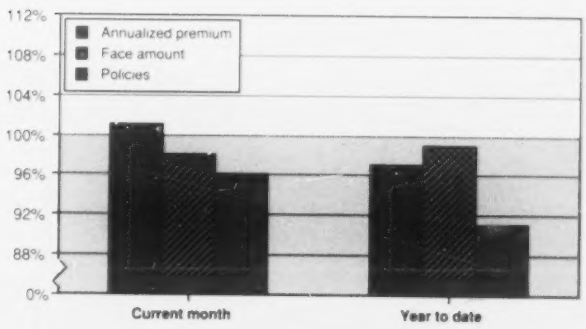
111 Ordinary Companies and Departments

Ratio 1989/1988



18 Home Service Companies and Departments

Ratio 1989/1988



Policy Characteristics – All Companies

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Total home service companies and departments	$15.62	$ 13,904	$ 217
Total ordinary companies and departments	$ 9.21	$ 92,493	$ 852
Total sales	$ 9.59	$ 69,259	$ 664

Policy Characteristics by Product

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Term (86 cos.)	$ 2.56	$ 160,023	$ 409
Universal life (106 cos.)	$10.57	$ 92,610	$ 979
Variable life (18 cos.)	$13.44	$ 83,246	$ 1,119
Variable universal life (27 cos.)	$12.29	$ 101,655	$ 1,249
Other permanent* (85 cos.)	$16.90	$ 36,761	$ 621

*Includes current-assumption whole life

Sales Comparisons with Last Year

Year to Date Ratio 1989/1988

	Annualized premium	Face amount	Number of policies
Term (86 cos.)	98%	98%	92%
Universal life (106 cos.)	105%	107%	103%
Variable life (18 cos.)	42%	56%	48%
Variable universal Life (27 cos.)	83%	89%	96%
Other permanent* (85 cos.)	92%	99%	91%

*Includes current-assumption whole life

Single Premium vs. Periodic Premium

(in thousands)

	Single premium (full value)			Annualized premium (excluding single)		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
Month	$ 302,925	$ 68,749	23%	$ 452,834	$ 434,510	96%
Year to date	$ 2,345,672	$ 609,214	26%	$ 3,274,251	$ 3,277,244	100%

Universal Life

Interest Rates This Month

Median	8.8%
Range	6.9% - 10.2%
Range of middle 50%	8.4% - 9.0%
Number of companies reporting	97
Number of plans reported	286

Contributors' Growth Rates

Change in Annualized Premium
Year to Date

Percent change 1988 - 1989	Number of . . . Ordinary cos./depts.	Home service cos./depts.
21% or over	17	0
11% – 20%	18	1
1% – 10%	20	5
-9% – 0	24	6
-19% – -10%	19	4
-20% or under	13	2

July Sales*

	Annualized premium+ (000)			Face amount (000)			Number of policies		
122 Companies									
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 404,562	$ 416,702	103%	$ 38,976,288	$ 41,896,582	107%	594,315	597,881	101%
February	480,105	433,758	90	47,777,130	45,849,937	96	769,423	684,878	89
March	555,955	533,009	96	55,533,092	55,712,746	100	897,725	817,069	91
April	525,043	476,331	91	51,717,514	50,552,273	98	793,170	745,261	94
May	520,531	517,076	99	51,517,315	53,748,118	104	783,751	770,809	98
June	539,496	519,904	96	53,385,399	54,133,480	101	809,942	761,733	94
July	483,126	441,385	91	47,412,024	46,170,615	97	703,824	647,920	92
August	522,710			52,229,932			779,846		
September	512,096			50,725,937			758,541		
October	489,954			51,123,090			762,074		
November	508,618			52,398,829			767,991		
December	709,183			65,773,733			852,085		
Year Total	$6,251,379			$618,570,283			9,272,687		
Year to date	$3,508,818	$3,338,165	95%	$346,318,762	$348,063,751	101%	5,352,[illegible]	5,025,551	94%
111 Ordinary Companies and Departments									
Month	$ 440,014	$ 397,942	90%	$ 44,636,078	$ 43,448,388	97%	496,425	449,557	91
Year to date	$3,176,097	$3,015,564	95%	$325,455,712	$327,406,229	101%	3,716,794	3,539,813	95
18 Home Service Companies and Departments									
Month	$ 43,112	$ 43,443	101%	$ 2,775,946	$ 2,722,227	98%	207,399	198,363	96%
Year to date	$ 332,721	$ 322,601	97%	$ 20,863,050	$ 20,657,522	99%	1,635,356	1,485,738	91%

+Includes 10 percent of single premiums

*Excludes $210 million of corporate-owned life insurance premiums reported in 1988 and $181 million reported in the first seven months of 1989.

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration) and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 122 companies — and their 56 subsidiary companies — operating in the United States. These contributors represent 61 percent of the 1987 United States ordinary volume sold and 69 percent of 1987 *first-year collected* premiums. Since no industry data are available on total *annualized* new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

Contact: Elaine F. Tumicki, CLU, ChFC
- Project Director
Paul J. Lanza
Andrea L. Sohacki
Susan M. Rosenberger
Ellen M. Bush

—Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

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